

POCONO MOUNTAINS<sup>SM</sup>



MAGAZINE

WAYNE | PIKE | MONROE | CARBON

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## Pocono Mountains Magazine Returns for 2022-2023

### Official Travel Guide featuring Wayne, Pike, Monroe and Carbon counties

November 10, 2021 – The [Pocono Mountains Visitors Bureau](#) (PMVB) is pleased to announce the return of its popular travel guide, “Pocono Mountains Magazine,” for 2022-2023. Recognizing the tourism and hospitality industry’s instrumental role in driving the local economy in the four counties that make up the Poconos, the PMVB is excited to highlight its member businesses while telling the story of all the unique people and places that make this region a beloved destination.

The PMVB has again partnered with [Bailey Design & Advertising](#) to create the travel guide in both print and digital versions. The free publication is updated annually to help guests plan their getaway to the Pocono Mountains by showcasing things to do, places to stay, eat, shop and be entertained. The digital version also links to all of the advertisers’ websites and is another way visitors can get more information on what to do and see in the Poconos.

More than 200,000 copies of Pocono Mountains Magazine will be distributed to 800+ locations throughout Virginia, Maryland, New York, New Jersey, and Pennsylvania. Travel guides are available in high-traffic locations including all Pennsylvania welcome centers, PMVB visitors’ centers, rest areas, AAA offices as well as via direct mail and trade shows. The PMVB also runs broadcast spots in major markets to promote the travel guide throughout the year.

“This travel guide is so much more than a way to showcase our fine resorts and restaurants, attractions and small towns,” said PMVB President/CEO Chris Barrett. “Pocono Mountains Magazine is meant to inspire travel throughout our destination and build a long-lasting relationship between our nearly 30 million annual visitors and the Pocono Mountains.”

The guide will offer different levels of exposure and advertising. Priority will be given to members of the PMVB. A free listing will be given to any PMVB member and any property that pays the hotel tax within the four counties of Wayne, Pike, Monroe and Carbon. Enhanced listings are also available at a low cost that include additional content such as a website listing, description and image.

An Early Bird Advertising Rate is being offered this year with a 25% savings if payment is made by February 25, 2022. Ad placement will be on first come, first served basis with prepayment. For more information on the travel guide, please visit [www.poconomountains.com/travel-guide](http://www.poconomountains.com/travel-guide).

Businesses that wish to be included in the guide should contact Bailey Design & Advertising by email at [cmag@ptd.net](mailto:cmag@ptd.net) or by phone at (570) 251-1512. Businesses interested in becoming a member of the Pocono Mountains Visitors Bureau can email [membership@poconos.org](mailto:membership@poconos.org) to learn about the benefits of being a part of the region’s destination marketing organization.

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